

REMARKS:

In the outstanding Office Action, claims 1, 5-7 and 11-13 were rejected. Claims 2-4 and 8-10 remain cancelled, and claim 13 is cancelled herein without prejudice. Claims 1, 7 and 12 have been amended for clarification and new claim 14 has been added. No new matter has been added. Thus, claims 1, 5-7, 11-12 and 14 are pending and under consideration. The rejections are traversed below.

REJECTION UNDER 35 U.S.C. §103(a):

In the outstanding Office Action, claims 1, 5, 7 and 11-13 are rejected under 35 U.S.C. §103(a) as being unpatentable over the combination of U.S. Patent No. 5,930,769 (Rose) and U.S. Patent No. 6,415,199 (Liebermann), and claim 6 is rejected under 35 U.S.C. §103(a) as being unpatentable over Rose and Liebermann in view of U.S. Patent No. 6,142,628 (Saigo).

Rose discusses a system for fashion shopping that outputs a plurality of fashion data based on selected fashions. In Rose, the system presents choices based on predetermined prioritization, where if a day suit was selected by the customer, then a first entry of the database of fashions for day suits in a fashion category such as petites would be shown to the customer (see, col. 7, lines 3-27). That is, Rose is directed to presenting prioritized information only upon an input from a user that indicates preference of the user.

The Examiner acknowledges that Rose does not teach making a try-on reservation for trying a commodity at a store selling the commodity, thus relies on Liebermann as teaching the same. However, Liebermann discusses two sets of measurements that must be constructed at a tailor's location and discusses requiring a customer to visit the tailor at least twice for an original and fitting measurements before the customer expects to receive a finished garment (see, col. 1, lines 29-43).

Independent claims 1, 7 and 12 of the present invention recite that the customer information including "at least one of data related to height, weight, body type and favorite fashion of a user" is registered such that the "object image information is generated based on said customer information and said commodity is presented based on said customer information registered and displayed on a display device as a recommended commodity before the try-on simulation". This enables the present invention to selectively present or display a commodity to a user based on the user's information such as, data related to height, weight, body type and favorite fashion, etc.

It is submitted that the independent claims 1, 7 and 12 are patentable over Rose and Liebermann.

For at least the above-mentioned reasons, claims depending from independent claims 1, 7 and 12 are patentably distinguishable over Rose and Liebermann. The dependent claims are also independently patentable. For example, as recited in claims 5 and 11, "said presentation of said commodity... said try-on simulation image, ... and said execution of the transaction process are performed via a telecommunication network".

The Examiner also relies on the combination of Rose and Liebermann and Saigo. However, in Saigo, a customer is provided with a frame type screen displaying different types of frames from which the customer selects (see, FIG. 5 and corresponding text). Then, a composite screen of a face wearing a selected lens shape frame and composite screens of faces wearing a certain standard lens shape selected are provided to the customer (see, column 10, lines 19-27). This means that the Saigo system arbitrarily provides eyeglasses from among stored eyeglasses data and presents the eyeglasses to the customer for selection by the customer.

The combination of Rose and Liebermann and Saigo does not teach or suggest a sales transaction support method that provides a recommended commodity based on customer information (claim 1), "said try-on reservation issues a try-on reservation card having thereon an identification number for identifying said try-on reservation when said try-on reservation for trying on said commodity is made", as recited in claim 6.

Therefore, withdrawal of the rejection is respectfully requested.

NEW CLAIM:

New claim 14 has been added to emphasize that the present invention includes, "pre-selecting at least one of the commodities based on stored commodity presentation information indicative of recommended sales in relation to a user and presenting the at least one of the commodities to the user", providing a simulation image of an object virtually wearing at least one of the commodities using corresponding image information" and "executing the sales transaction including making a reservation for physically trying on the at least one of the commodities at a store".

Therefore, new claim 14 is patentably distinguishable over the cited references.

CONCLUSION:

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

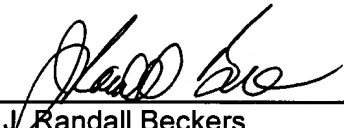
Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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